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Ina, Henry Turner still has some concerns about taking Club B&H into Atlanta for the Arts Festival, as highlighted below. The Atlanta Arts Festival is an international event focusing contemporary and new artists, with attendance of more than 2MM. It is Atlanta's largest event which is free to the public, held in Piedmont Park and Mid-town Atlanta,

With this e-mail, I am soliciting the advise of Brand and Media Affairs before we make a final decision about Atlanta. I will keep you posted.

From: Turner, Henry on Thu, Aug 17, 1995 2:48 PM
Subject: RE: Club Benson & Hedges/Atlanta
To: Moore, Edna
Cc: Walls, Tina

2040576016 A

Edna, There is no impact of our participation in the event from a State or Local legislative perspective so as long we adhere to the State and Local laws regarding smoking. I am sure that there will be a story about what we will be doing, but we deal with stories like that every day.

BUT, I think the decision has to be made, do we want that level of exposure in Atlanta given what is going on right now with FDA ect. Atlanta is the home of the CDC and the National HQ of the American Cancer Society and given the national media focus right now (CNN IS HQ IN ATLANTA), what is done locally here will go National. Thanks and let me know if I can help.

From: Moore, Edna on Wed, Aug 16, 1995 5:51 PM
Subject: Club Benson & Hedges/Atlanta
To: Turner, Henry
Cc: Anise, Roy; Broeman, Ina; Daragan, Karen; Doherty, Mary; Ferrin, Robert; LeVan, Suzanne; Mahan, Michael; Murphy, Virginia; Person, Claire; Poole, Laura; Walls, Tina

Henry, as I mentioned on the telephone this morning, the Club Benson & Hedges Smokers Welcome Hospitality center is scheduled to be at the Altana Arts Festival beginning September 16 for a two-week period.

Club Benson & Hedges is a cafe-style, mobile hospitality area that offers smokers, age 21 and older, the opportunity to sit, relax and enjoy a cigarette and complimentary beverages. Club B&H travels across the country to fairs, festivals and other public events providing adult smokers with a comfortable, accommodating environment in which to smoke.

The centerpiece of the promotion is a 1964 double-decker gold bus which has been modified to include an open-air top on which local and, at times, nationally known musical artists perform. Inside the hospitality area are kiosks where smoker surveys are collected and branded incentives distributed, tables with branded umbrellas, smoking stations, and stands with refreshment. Bus shelters of the brand's "empathy" advertising campaign are interspersed between white picket fence sections. The entranceway kiosk says "Smokers Welcome."

Club Benson & Hedges was designed to enhance awareness of and loyalty to the B&H brand. Club B&H is a natural extension of the brand's advertising campaign, "The Length You Go To For Pleasure."

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GMR Marketing, our event marketing agency for Club B&H, has already negotiated a $40,000 sponsorship with Pat Gann, Exec. Dir. of the Atlanta Arts Festival. Legal is in the process of drawing up the contract.

Source: https://www.industrydocuments.ucsf.edu/docs/sfvy0004

I know that you had expressed some concerns this morning about bringing such a promotion to Atlanta at this time in light of the FDA situation, and especially since the American Heart Association is headquartered there.

As the Atlanta Arts Festival draws 2MM people, we'd love to have Club B&H there, however, if its presence could possibly cause unnecessary anti-smoking attention, perhaps we may need to reconsider.

Please let me know your thoughts after you have reviewed the above information.

Thanks.

2040576017

Source: https://www.industrydocuments.ucsf.edu/docs/sfvy0004